FIG. 1

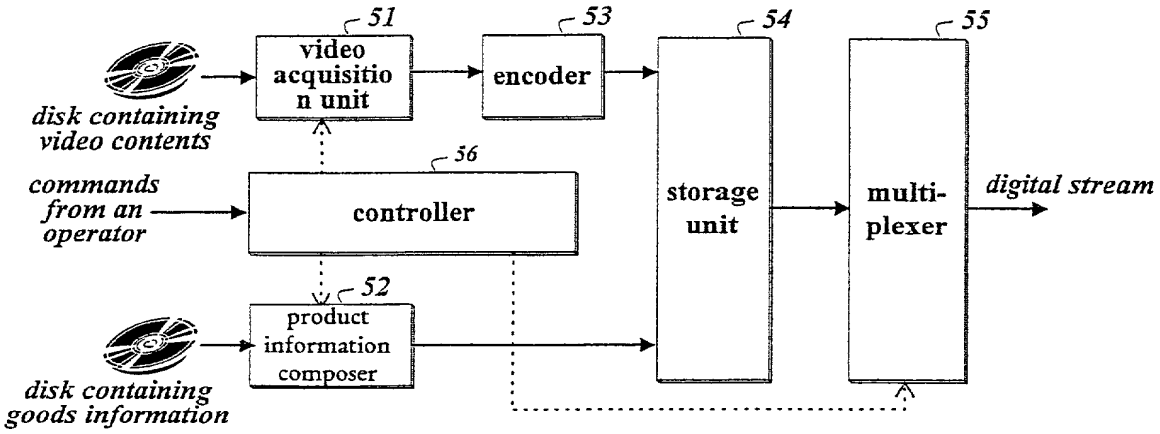

51
video acquisitio n unit
53
encoder
54
storage unit
55
multi-plexer
digital stream
disk containing video contents
commands from an operator
56
controller
52
product information composer
disk containing goods information

FIG. 2

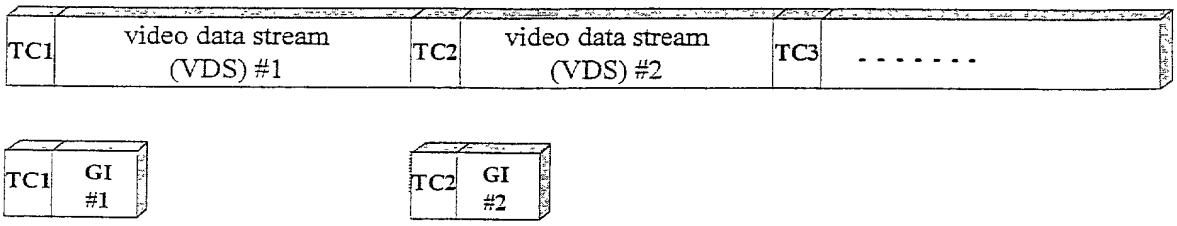

TC1
video data stream (VDS) #1
TC2
video data stream (VDS) #2
TC3
- - - - - - -
TC1
GI #1
TC2
GI #2

FIG. 3

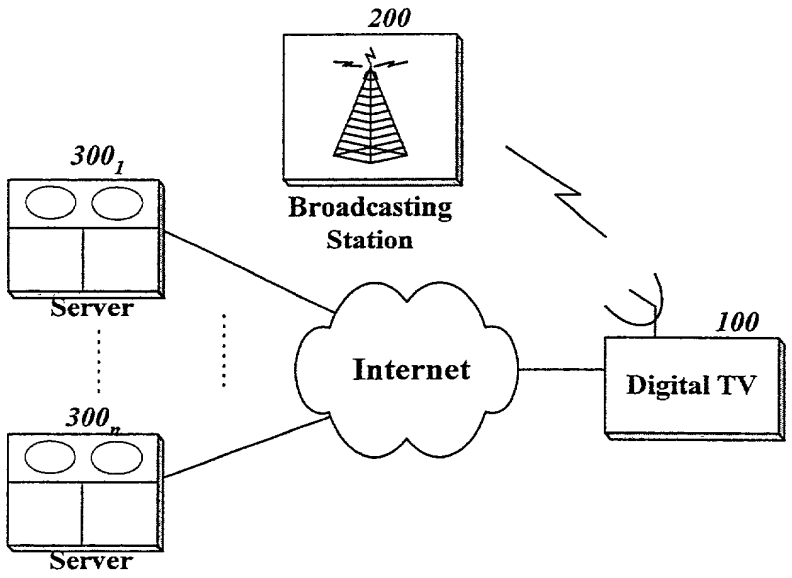

200
Broadcasting Station
300$_1$
Server
300$_n$
Server
Internet
100
Digital TV

FIG. 4

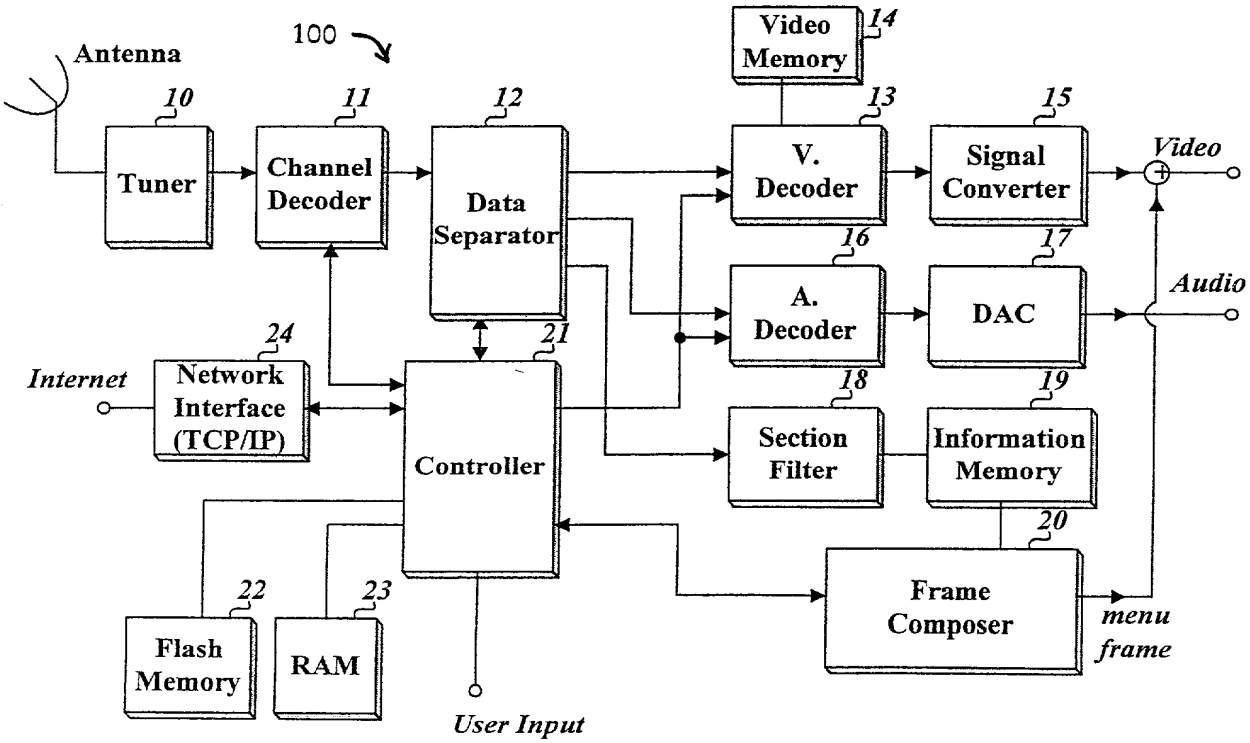

100
Antenna
10
Tuner
11
Channel Decoder
12
Data Separator
14
Video Memory
13
V. Decoder
15
Signal Converter
Video
16
A. Decoder
17
DAC
Audio
24
Internet
Network Interface (TCP/IP)
21
Controller
18
Section Filter
19
Information Memory
20
Frame Composer
menu frame
22
Flash Memory
23
RAM
User Input

FIG. 5

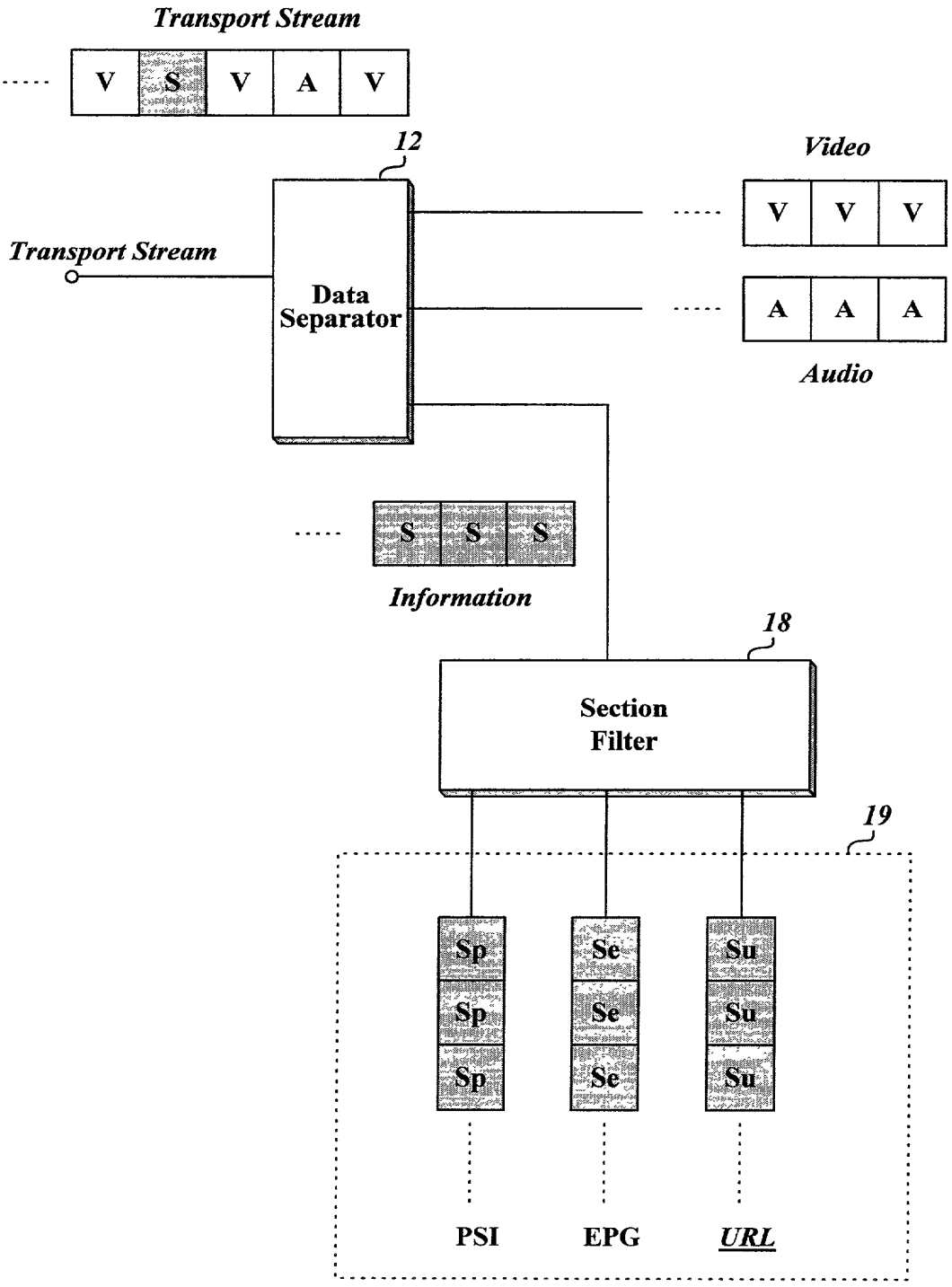

Transport Stream
V
S
V
A
V
12
Video
Transport Stream
Data Separator
V
V
V
A
A
A
Audio
S
S
S
Information
18
Section Filter
19
Sp
Sp
Sp
Se
Se
Se
Su
Su
Su
PSI
EPG
URL

FIG. 6

URL-included Information Table		
item code	item name	URL Information
⋮	⋮	⋮
00010001	racket	http://www.lgshopping.com
00101001	footwear	http://www.lgsport.com
10000001	pants	http://www.lgfashion.com
10100000	car	http://www.lgcar.com
00101011	dvd	http://www.lge.co.kr
⋮	⋮	⋮

FIG. 7

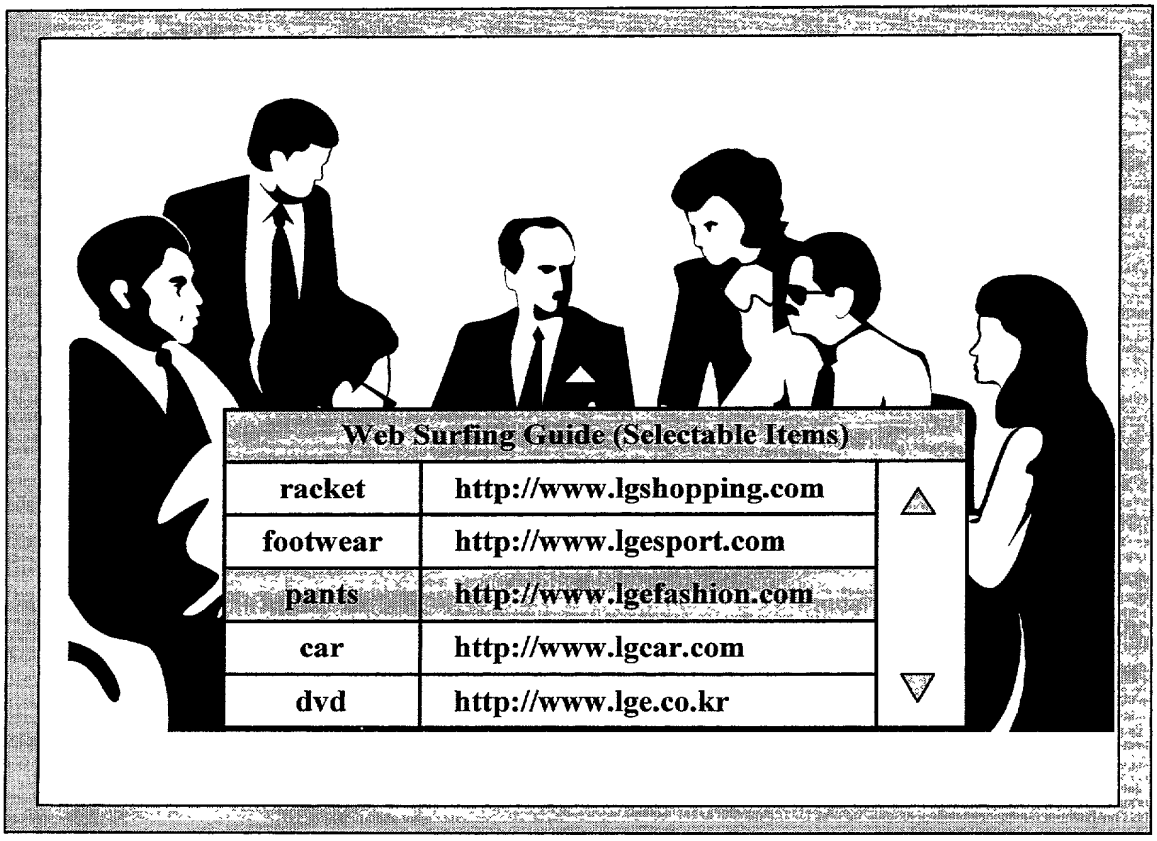
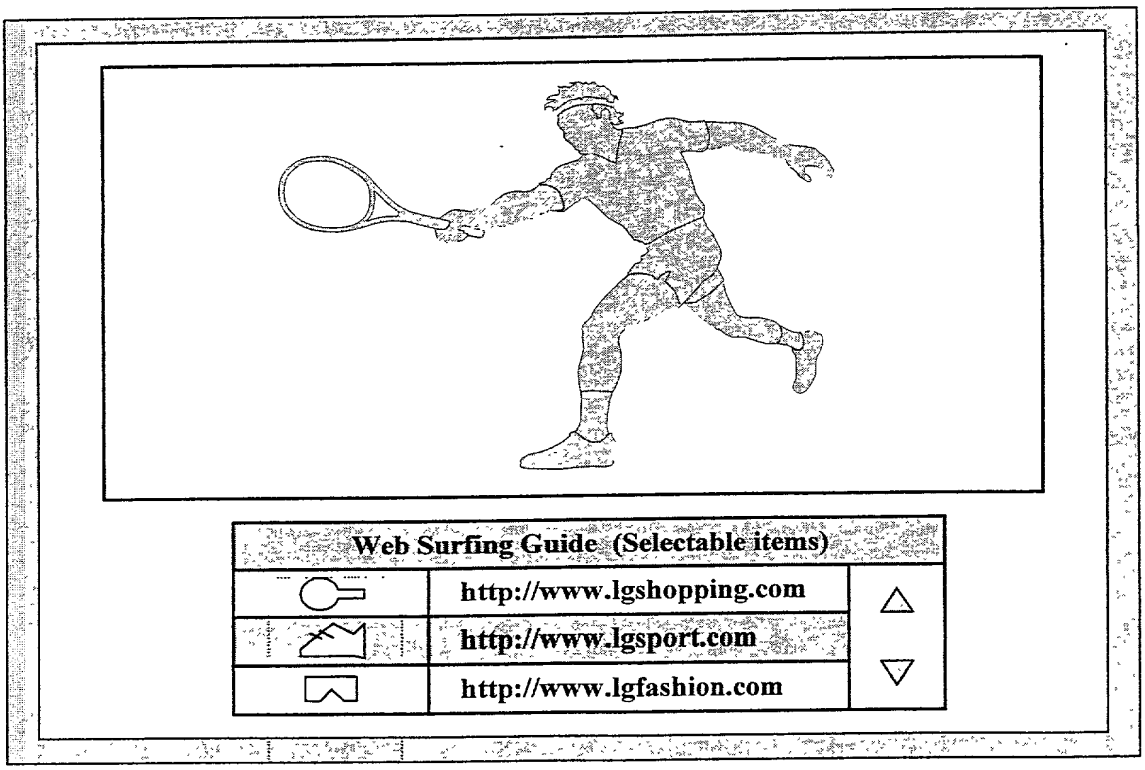


FIG. 8

URL-included Information Table		
still picture index	icon image data	URL Information
⋮	⋮	⋮
still picture # n	icon image # k-2	http://www.lgshopping.com
	icon image # k-1	http://www.lgsport.com
	icon image # k	http://www.lgfashion.com
still picture # n+1	icon image # k+1	http://www.lgcar.com
	icon image # k+2	http://www.lge.co.kr
⋮	⋮	⋮

FIG. 9



icons

FIG. 10

URL-included Information Table		
still picture index	position data for (X,Y)	URL Information
⋮	⋮	⋮
still picture # n	$(X,Y)_{k-2}$	http://www.lgshopping.com
	$(X,Y)_{k-1}$	http://www.lgsport.com
	$(X,Y)_{k}$	http://www.lgfashion.com
still picture # n+1	$(X,Y)_{k+1}$	http://www.lgcar.com
	$(X,Y)_{k+2}$	http://www.lge.co.kr
⋮	⋮	⋮

FIG. 11

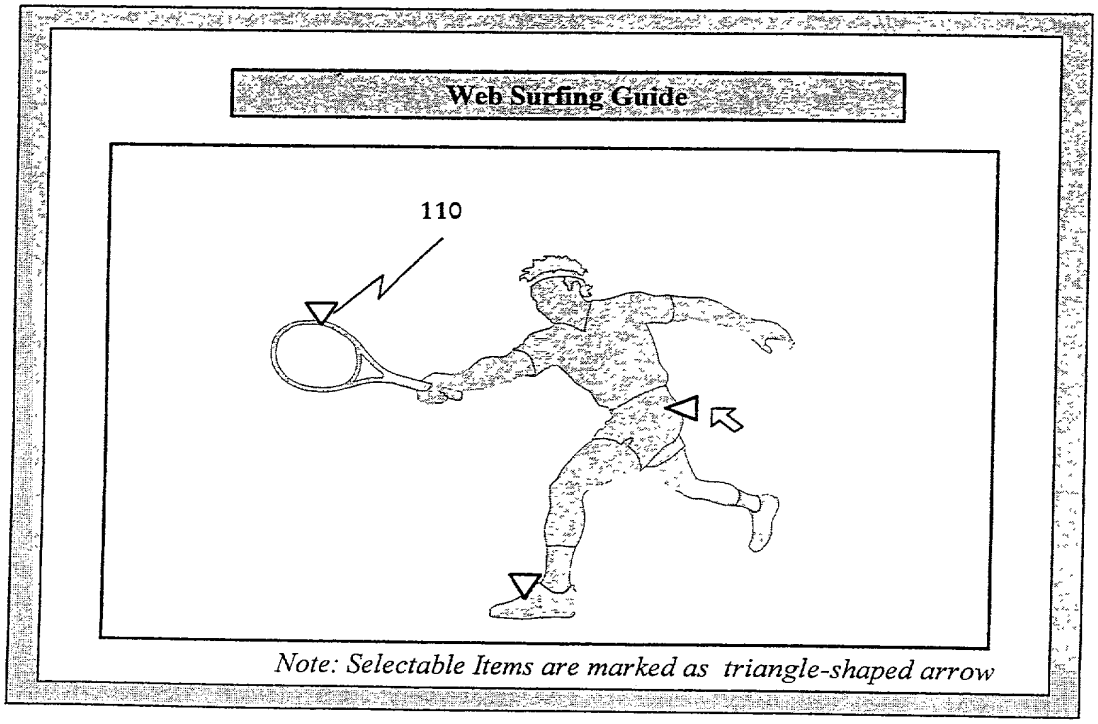


FIG. 12

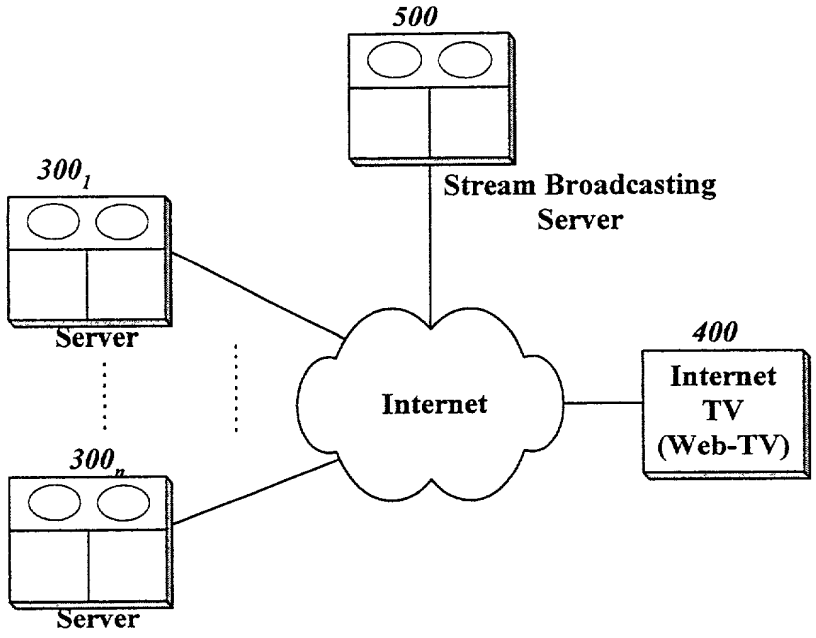

500
Stream Broadcasting Server
300$_1$
Server
300$_n$
Server
Internet
400
Internet TV (Web-TV)

FIG. 13

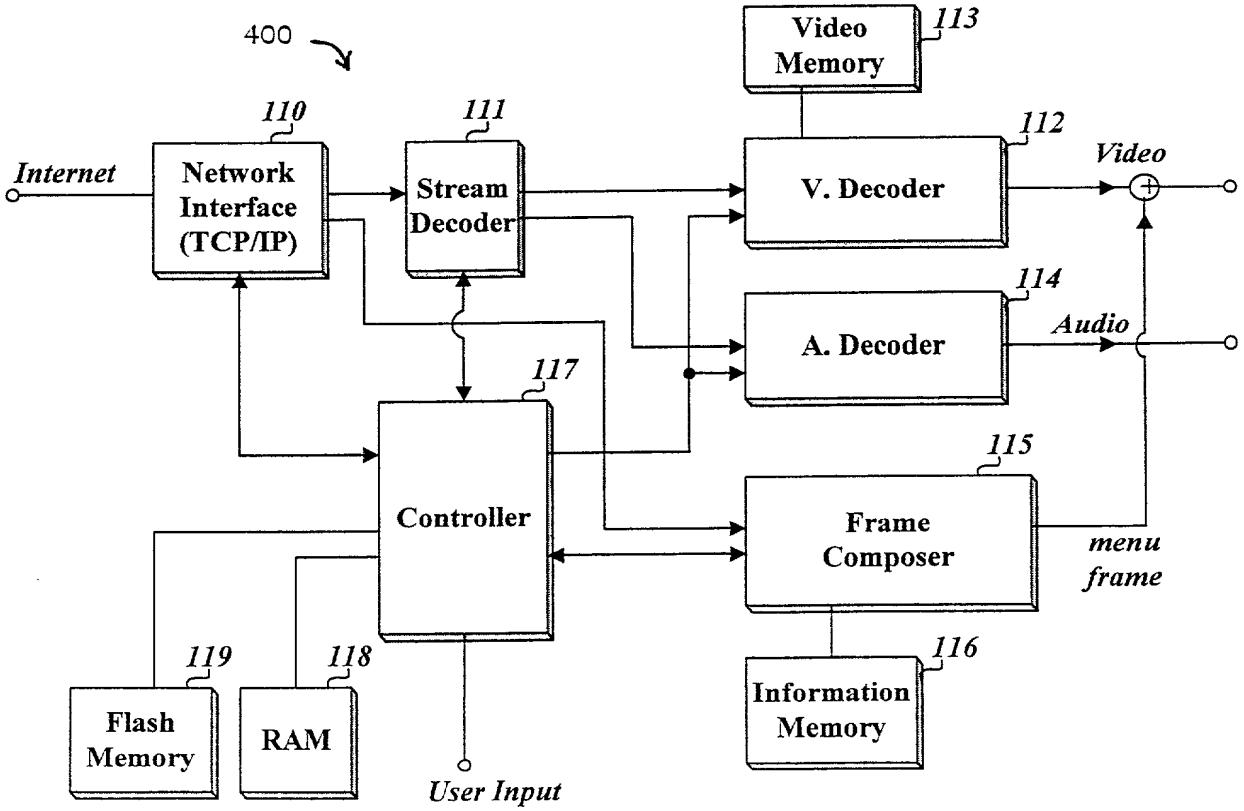
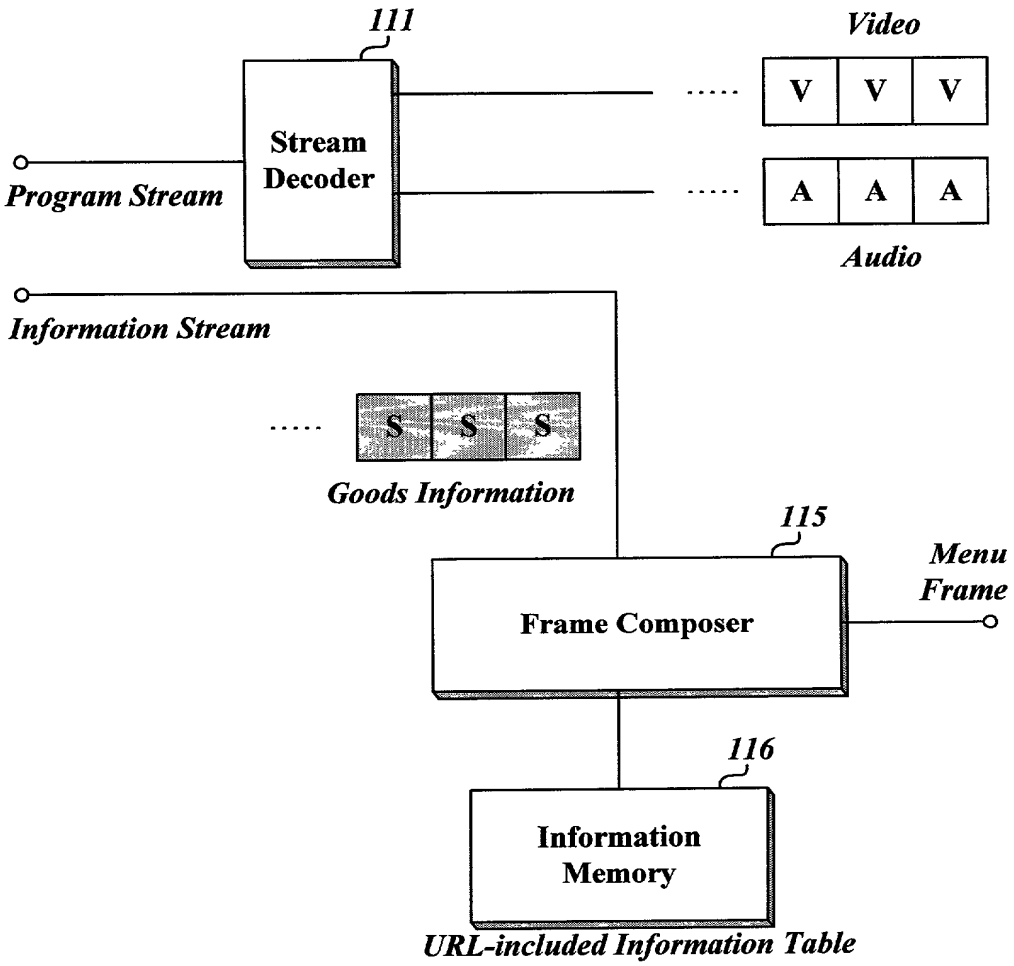

400
Video Memory
113
110
111
112
Internet
Network Interface (TCP/IP)
Stream Decoder
V. Decoder
Video
114
A. Decoder
Audio
117
115
Controller
Frame Composer
menu frame
119
118
116
Flash Memory
RAM
Information Memory
User Input

FIG. 14


111
Video
Stream Decoder
V V V
A A A
Program Stream
Audio
Information Stream
S S S
Goods Information
115
Menu Frame
Frame Composer
116
Information Memory
URL-included Information Table